



CoAXium® Wheat Production System **Brand Guide**

Updated 2020

Contents

Letter from the Executive Committee Head, Brad Erker	3
How to Reference the Brand in Writing	4
Our Brand Marks	5
Brand Marks in Context	6
Brand Mark Lockup	7
CoAXium Brand Mark	8
Aggressor Brand Mark	9
AXigen Brand Mark	10
Our Brand Marks and Photo Backgrounds	11
Our Brand Marks and Solid Backgrounds	12
Our Brand Typography	13
Our Brand Color Palette	14
Our Brand PowerPoint Template	15
Licensed AG Retailer Logos	16
Promotional Items Logo Option	17
Promotional Items	18

Letter from the Executive Committee Head, Brad Erker



I'm excited to share the CoAXium® Wheat Production System Branding Guidelines with you. This has been such an exciting launch – from the first conversations with farmers about what they wanted and needed, to the trait and herbicide development and launch of the most innovative and productive Wheat Production System in decades. Now we've had the opportunity to see this new technology consistently perform in multiple states, growing conditions and climates. The bottom line is – It Works!

This is why the following pages are so important. We have worked long and hard to create a system that performs. Now we need to protect the brand and the trademarks it represents.

Please review the following pages and when you are promoting the CoAXium brand, thank you in advance for presenting it in a manner consistent with these guidelines.

This will protect the strength of the CoAXium brand and its critical components, the Axigen® trait and the Aggressor® brand herbicides.

If you have any questions or concerns, please don't hesitate to contact me at brad.erker@coloradowheat.org.

Thank you for reading and following these guidelines. It means a lot to the farmers who requested the CoAXium Wheat Production System and the companies who worked diligently to deliver it.

Regards,

Brad Erker, Executive Director, Colorado Wheat Research Foundation

brad.erker@coloradowheat.org • 970-449-6994 (office)

How to Reference the Brand in Writing

The preferred method

Correct brand name appearance in text and consistency is critical to the integrity of our brand. Along with the initial cap for each brand name, ***ALWAYS capitalize the “AX” in CoAXium and the “AX” in AXigen.***

In written documents — articles, press releases, promotional materials, etc. — it is only necessary to use the Registered Trademark Symbol (®) with the first instance of the brand name, or with the most prominent placement of the brand name. This applies for CoAXium, Aggressor and AXigen. Every instance of the brand name should NOT bear a trademark symbol. Overuse creates visual clutter and may detract from the aesthetic appeal of the piece.

In addition, the first mention of CoAXium should always be followed with “Wheat Production System” as in the example below. Subsequent mentions can be CoAXium alone.

EXAMPLE:

Launched for farmers by farmers in 2018, the CoAXium® Wheat Production System driven by Aggressor® herbicide is now a proven solution for superior control of winter and spring annual grasses, higher quality grain, increased yield and greater profit margins. CoAXium combines elite varieties with Aggressor — a superior ACCase inhibiting herbicide, AXigen® — a patented non-GMO herbicide tolerance trait, and industry stewardship.

Our Brand Marks

Preferred Usage

The preferred usage for each mark is full color on white. This application should always be considered the first design option and white (or an extremely light value of another color) is the only acceptable background with a full color mark.

Logos are available for download at: coaxium.com/brand-resources.



Minimum Size

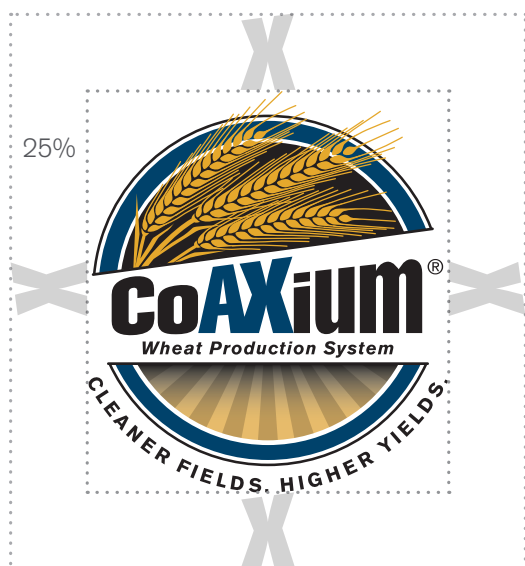
Shown at right is the minimum allowable size for each mark. Approximately 1.5 inches wide.



Brand Marks in Context

Clear Space

Whenever the logo is used, it should be adequately distanced from illustrations, words, images or anything that might take away from its importance. The logo must be at least 25% of the logo mark width away from illustrations, photographs, rules, page edges, or other type. Typically that distance will be the height of the largest letter in the logo name.



Brand Mark Lockup

CoAXium and Aggressor LOCKUP

CoAXium and Aggressor marks are often used together. This representation here shows the correct relationship when using the 2 logos side by side or stacked in vertical orientation. The CoAXium and Aggressor LOCKUP is provided as a separate file along with the other logo files.

Please use the CoAXium and Aggressor LOCKUP file whenever possible.



Side by Side – Horizontal orientation

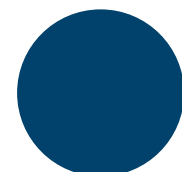


Stacked – Vertical orientation

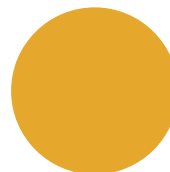
CoAXium Brand Mark

CoAXium Wheat Production System Logo

For print applications, the use of Pantone® colors or their process color equivalents is acceptable. The reverse white version of the logo should be used when placing the logo on a background color other than white.



PMS 7694
CMYK 100 57 9 52



PMS 143
CMYK 0 30 90 10

Reverse white

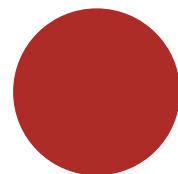


Acceptable One Color (Black Only)

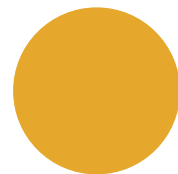
Aggressor Brand Mark

Aggressor Herbicides Logo

For print applications, the use of Pantone® colors or their process color equivalents is acceptable. The reverse white version of the logo should be used when placing the logo on any background color that is not white.



PMS 7627
CMYK 5 94 88 22



PMS 143
CMYK 0 30 90 10

Reverse white

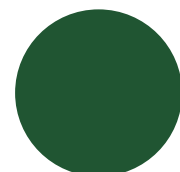


Acceptable One Color (Black Only)

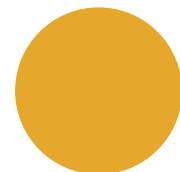
AXigen Brand Mark

AXigen Logo

For print applications, the use of Pantone® colors or their process color equivalents is acceptable. The reverse white version of the logo should be used when placing the logo on any background color that is not white.



PMS 357
CMYK 92 18 94 61



PMS 143
CMYK 0 30 90 10

Reverse white



Acceptable One Color (Black Only)

Our Brand Marks and Photo Backgrounds

Backgrounds and Correct Usage OUR FULL COLOR LOGO WAS DESIGNED FOR A WHITE BACKDROP.

This is true whether the backdrop is a photo or a solid color. There must be sufficient contrast between the logo and backdrop when the background is other than white. If there is ever any doubt, please don't do it.

CORRECT

There is sufficient contrast between logo and backdrop.



INCORRECT

There is NOT sufficient contrast between logo and backdrop.



Our Brand Marks and Solid Backgrounds

Backgrounds and Correct Usage OUR FULL COLOR LOGO WAS DESIGNED FOR A WHITE BACKDROP.

This is true whether the backdrop is a photo or a solid color. There must be sufficient contrast between the logo and backdrop when the background is other than white. If there is ever any doubt, please don't do it.

INCORRECT

DON'T use color logo on color background



INCORRECT

There is NOT sufficient contrast.



CORRECT

There is sufficient contrast.



INCORRECT

DON'T use color logo on color background



CORRECT

There is sufficient contrast.



INCORRECT

There is NOT sufficient contrast.



Our Brand Typography

Our Primary Typeface for Print

Berthold Akzidenz Grotesk is a sans-serif typeface which was selected to reflect a hard working, no-nonsense attitude. It is a general-purpose, unadorned sans-serif that is easily readable at small sizes but also works well as a display face.

Our alternate typeface is Arial and can be used as a substitute in certain applications (online, email, Word and Excel).

Berthold Akzidenz Grotesk

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890\$%&(.,;#!?)

LIGHT

Small text sizes
and also suitable
for large headlines
and display

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890\$%&(.,;#!?)

MEDIUM

Small text sizes
and also suitable
for large headlines
and display

abcdefghijklmnopqrstuvwxyz
ABCDEFGHIJKLMNOPQRSTUVWXYZ
1234567890\$%&(.,;#!?)

SUPER

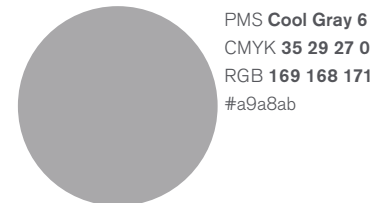
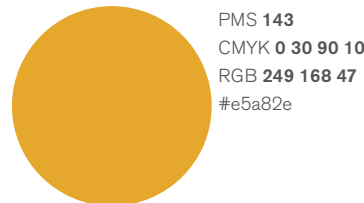
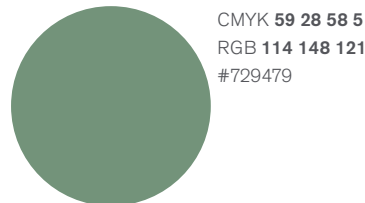
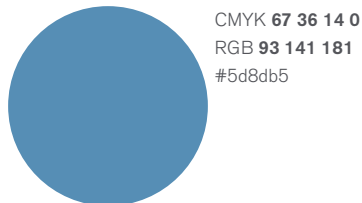
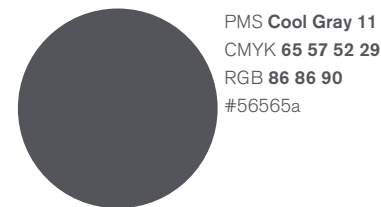
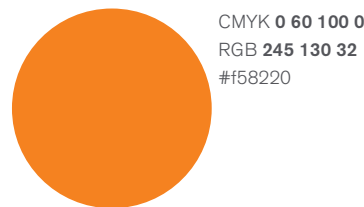
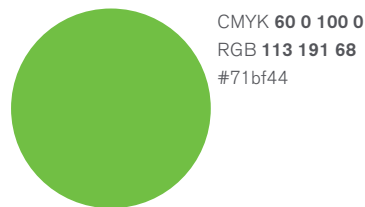
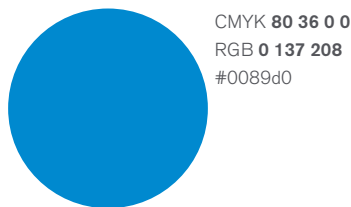
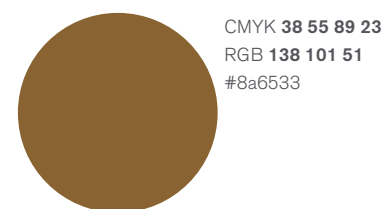
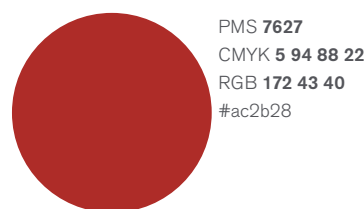
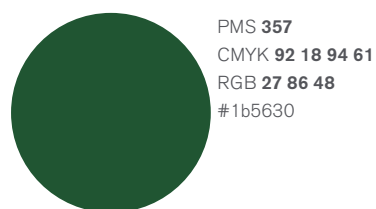
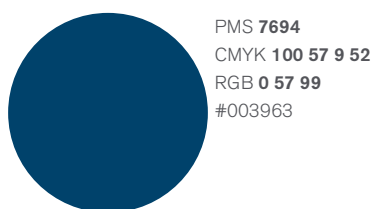
Headlines, small
subheads and
often used for
emphasis

Additional weights acceptable in the Akzidenz Grotesk Family include Regular, Bold and the italic versions of each weight listed here.

Our Brand Color Palette

The Primary Color for all print is PMS 7694 (CoAXium Blue)

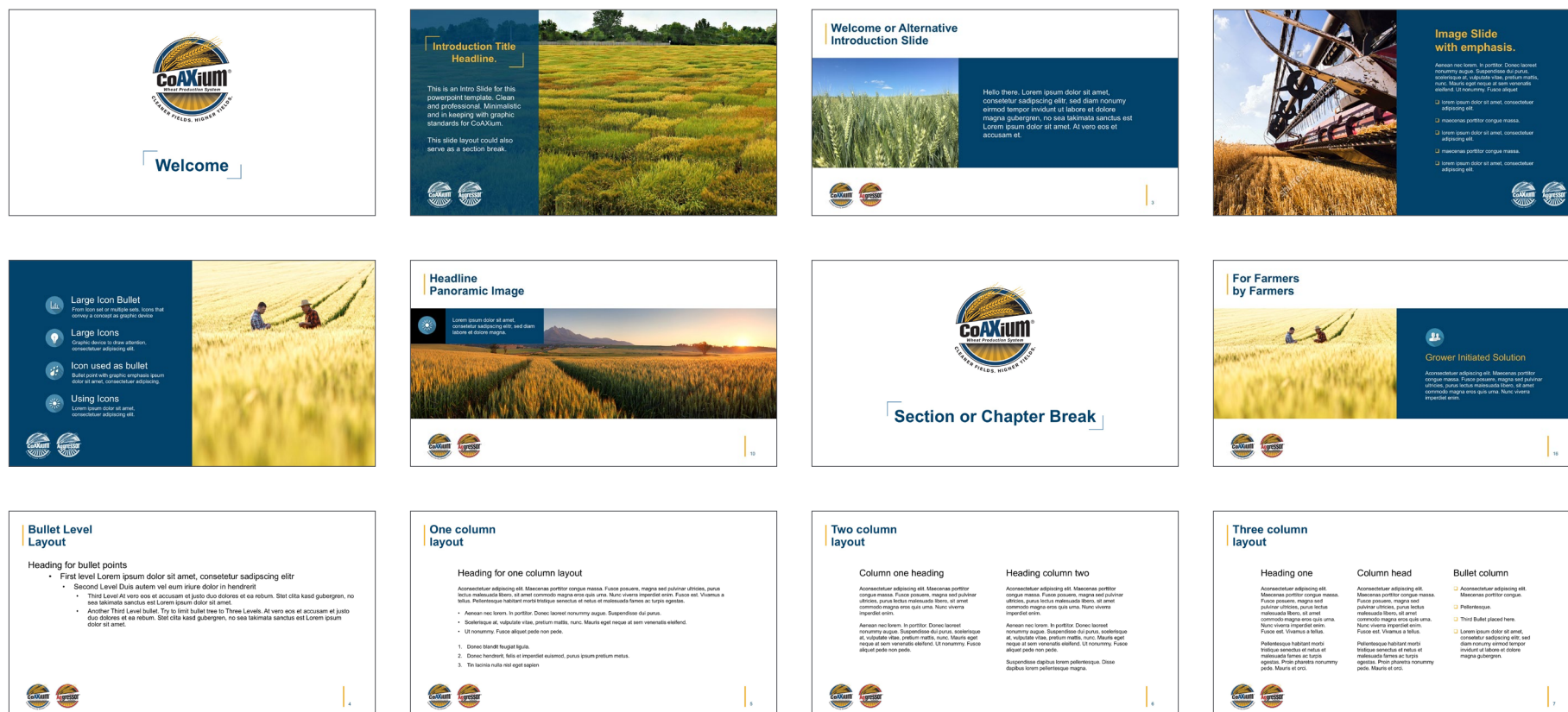
Supporting colors have been selected with the same care as primary colors. This palette of primary, secondary and accent colors has been chosen to support each of our logos and to work well in combination with each other. The values that are noted here should always be used when working with our palette in print or digital applications.



Our Brand PowerPoint Template

Available for download.

Our Powerpoint template can be used for both internal and external communications. The PowerPoint template is available for download at: coaxium.com/brand-resources.



Licensed AG Retailer Logos

CoAXium retailer logos are associated with and identify merchants that sell CoAXium seed. By displaying the CoAXium Licensed AG Retailer Logo, Aggressor Licensed AG Retailer Logo and the CoAXium Licensed Seed Dealer Logo on your website, you can show your customers that your business is a partner of one of the most trusted and proven brands in the agricultural business industry. It's a quick and easy way to create customer confidence.

The Licensed Dealer/Retailer logos are available for download at the CoAXium Website. Additional instructions for use can be found there:

coaxiumwps.com/retailer-logos



On White Background



On Color Background



On White Background



On Color Background



On White Background



On Color Background

Promotional Items Logo Option

When the available space for branding is limited or for special applications.

CoAXium®
Wheat Production System

Promotional Logo shown in CoAXium Blue

CoAXium®
Wheat Production System

Promotional Logo shown reversed White on CoAXium Blue

DRIVEN BY
Aggressor®
HERBICIDES

Promotional Logo shown in Aggressor Red

DRIVEN BY
Aggressor®
HERBICIDES

Promotional Logo shown reversed White on Aggressor Red

A special logo has been developed to better accomodate the difficult scenarios encountered when trying to brand objects. This mark can be used for the execution of various unique applications like embroidery or when the available space for branding is very limited, allowing for only a very small logo.



Womens Polo Shirt



Men's Polo Shirt

Promotional Items



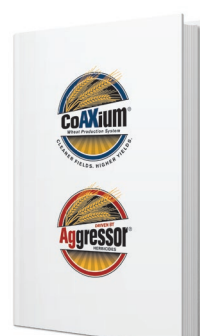
Men's and Women's Tshirts



Counter Mat



Cap with embroidered brim and patch



Journal



Work Gloves



Seed Depth Tool/
Bottle Opener

Actual item costs vary, depending on current availability and quantities ordered. All orders will be the responsibility of the purchaser. Information on ordering the above items as well as updated or new items can be found at: coaxium.com/brand-resources.

